

## Abstract

Legal economic migration is playing increasingly important role within a unified Europe. The goal of the thesis is to analyze programs implemented to manage legal economic migration and to evaluate their impact on the countries involved and on migrants themselves. The thesis follows the origins and the development of collective migration policy in the EU, it analyzes distinct phases of its implementation, including the Haag programme, the Tampere Programme and the Lisbon Strategy. More specifically, the thesis follows the progress of a Czech pilot project "Selection of Qualified Foreign Workers" and discusses whether it is sufficiently well evaluated and established to serve as a basic tool for the management of permanent economic immigration. The impact of information campaign realized as part of the project is evaluated with a goal to determine whether it reached its target audience. The thesis also examines similar programs for temporary or permanent economic immigration implemented in Germany, Poland, the USA, Canada and the "green card" program for the temporary economic migration in the Czech Republic.